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March 29, 1993

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Ms. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N. W., Room 222
Washington, D. C. 20554

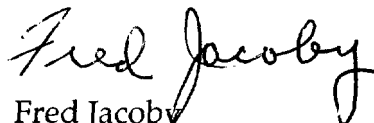
Re: PP Docket No. 93-21
Sports Migration Inquiry

Dear Ms. Searcy:

Transmitted on behalf of The Southwest Conference are an original and nine copies of the its Comments in the above-referenced proceeding. We would appreciate your assistance in distributing a personal copy of The Southwest Conference's Comments to each Commissioner.

Thank you for your assistance in this matter.

Very truly yours,


Fred Jacoby
Commissioner

Enclosures

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Before The
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

MAR 29 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of

Implementation of Section 26 of the
Cable Television Consumer Protection
and Competition Act of 1992

Inquiry into Sports Programming
Migration

PP Docket No. 93-21

COMMENTS OF THE SOUTHWEST CONFERENCE

The Southwest Conference ("SWC") submits these comments in response to the Commission's Notice of Inquiry ("Notice") in this proceeding. The SWC has continued to expand the sports programming available to television viewers by supplementing over-the-air broadcasts with cable carriage of additional sporting events. Thus, the SWC's relationship with Home Sports Entertainment ("HSE"), a regional cable sports programming service, has not decreased existing broadcast coverage of SWC football and men's basketball games, but has expanded coverage to include additional games and other sports, particularly women's sports, for which broadcasters have shown little or no interest.

The Notice states that the Commission intends to focus on professional sports and college football and basketball.

Notice at ¶5. It also seeks information about cable carriage of sports "programming that otherwise would not have been transmitted via video at all," and specifically questions whether the public is "better served by the current mix [of broadcast and cable sports programming] than it was before?" Id. at ¶30. In these comments, the SWC provides information addressing each of these issues.

The SWC is comprised of the following universities: Baylor University; University of Houston; Southern Methodist University; Rice University; Texas Tech University; University of Texas at Austin; Texas A&M University; and Texas Christian University. SWC football and men's basketball games have been and continue to be widely available on broadcast television. However, HSE has provided television coverage of additional conference men's basketball games, tape-delayed carriage of many SWC football games, and the only television coverage of a variety of other SWC men's and women's sporting events.

Through its membership in the College Football Association ("CFA"), certain football games featuring SWC teams are televised nationally or regionally pursuant to an agreement between ABC/ESPN and the CFA. Bowl games involving SWC football teams also have been broadcast nationally by CBS and NBC. The television rights for other SWC football games which are not covered by the CFA agreement are held jointly by Raycom, Inc.

("Raycom") and HSE pursuant to an agreement between those entities and the SWC. Raycom syndicates live coverage of these SWC football games to individual broadcast stations, and HSE usually provides tape-delayed cable carriage of these games. airing the

naments which are ongoing, 41 separate games involving SWC men's basketball teams have been televised to date: 17 Raycom broadcasts; 14 HSE and 6 ESPN cablecasts; and 4 network broadcasts.

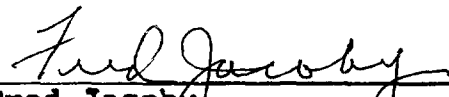
HSE has been essential in providing television coverage for a variety of SWC sports events for which broadcast television networks or stations have shown little or no interest. In nar-

sports events which broadcast television networks and stations
have been unwilling to carry.

March 29, 1993

Respectfully submitted,

SOUTHWEST CONFERENCE

By 
Fred Jacoby
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